

# Michigan Regional Skills Alliances



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## Newsletter 2: Fall 2007

To Our Partners,

I would first like to thank all of you for your continued support of the Michigan Regional Skills Alliances (MiRSA) Initiative. We hope that you enjoy the second edition of our newsletter and that this gives you an opportunity to learn more about different things that are happening in our Michigan Regional Skills Alliances (MiRSAs) as well as other Workforce Development efforts in Michigan.

Much has happened in the last few months. Some of our MiRSAs have received competitive grants from the United States Department of Labor. Governor Granholm has announced the No Worker Left Behind Initiative. The No Worker Left Behind Initiative (NWLBI) is intended to enable workers to acquire the skills necessary to succeed in the fast-changing global economy of the 21<sup>st</sup> Century. The initiative aligns all federal workforce dollars used for working training into a unified workforce development strategy. This initiative is a wonderful compliment to the work that is already being done in your MiRSAs and the great successes you have been achieving in your areas. MiRSAs play a key role in engaging groups of employers to identify and solve common workforce problems, assessing their current workforce strengths and weaknesses, determining skill needs for the future, attracting smart and talented people, and retaining them in Michigan.

Sincerely,  
Janet Howard, Interim Director  
Bureau of Workforce Programs

## Upcoming Events:

### October:

- **15-16:** Role of Engaged Universities in Economic Transformation Conference (Rackham Auditorium, University of Michigan Ann Arbor)
- **16-17:** Business Solutions Professional Training (Marriott Hotel, East Lansing)
- **17:** Forest & Timber Products: Industry Challenges & Opportunities (Radisson Hotel, Lansing)
- **19:** Design and Manufacturing Alliance Fall Conference (Historic Ford Piquette Avenue Plant, Detroit)
- **21-24:** WSI & Public/Private Ventures Presents: Sector Skills Academy (Austin, Texas)
- **24:** Legislative Breakfast (Capital Area Michigan Works! Lansing)

### November:

- **5-6:** Michigan Work Keys Conference: Driving Michigan's Workforce into the 21<sup>st</sup> Century (Warren, Michigan)
- **8:** Asset Mapping Regional Forum (Marquette Service Center, Marquette)
- **12-15:** Micro enterprise Scale Academy (Boston, Mass.)
- **13-15:** National Network of Sector Partners National Conference (Denver Convention Center: Denver, Colorado)
- **28-29:** Business Solutions Professional Training (Marriott Hotel, East Lansing)

### December:

- **6:** World Trade Center Detroit/Windsor, International Business Forum (The Fairlane Club, Dearborn)

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## Michigan Regional Skills Alliance Initiative Receives National Recognition!

Michigan Received an Honorable Mention from the United States Department of Labor's nationally recognized Recognition of Excellence Award for the Regional Skills Alliance Program. The award was presented at the Workforce Innovations Conference in Kansas City, Missouri. Brenda C. Njiwaji, recently retired Director of Bureau of Workforce Programs, accepted the award on behalf of the MiRSA Initiative. The Recognition of Excellence Award honors programs and initiatives that demonstrate innovation, collaboration, quality performance, and linkages to business, community and education needs

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## Congratulations to our new MiRSAs!

2007 was a great year for expanding the MiRSA program! The Bureau of Workforce Programs designated three new MiRSAs and have expanded two of our existing MiRSAs.

**Capital Area Michigan Works!** was designated a new MiRSA in the Information Technology Industry. **Thumb Area Michigan Works!** is convening the first MiRSA in the agriculture sector with their Thumb Agri-Business 2100 MiRSA. Michigan Works! Regional Healthcare Alliance, convened by **Michigan Works! Berrien-Cass- Van Buren** is another one of our new MiRSAs.

Two MiRSAs, **East Central Health Care Alliance**, and the **Healthcare Regional Skills Alliance of Northwest Michigan**, have expanded their coverage and services to include more counties.

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## **MiRSA June Learning Institutes a Huge Success!**

On June 6 and June 7, DLEG/BWP sponsored two Learning Institutes for the MiRSAs and 21<sup>st</sup> Century Workforce Planning Regions, at the M-TEC at Lansing Community College. On June 6, the 13 Healthcare MiRSAs had a chance to hear information from healthcare professionals all over Michigan about what is on the horizon for the Healthcare Industry. There was also an opportunity to network and learn what each Healthcare MiRSA is doing in their areas.

On June 7, attendees participated in an Asset Mapping Learning Institute in which nationally recognized speaker and facilitator; Lisa Hadden presented the concepts of Asset Mapping and Asset Mapping Community Development. Both events were a huge success. Two additional Asset Mapping events have been planned for this coming October.

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## **Detroit Regional Manufacturing RSA Visits the Global Engine Manufacturing Plant (GEMA)**



A joint venture of DaimlerChrysler, Mitsubishi and Hyundai

On August 15, a group of representatives as well as partners, and community college administrators of Southeast Michigan, attended a conference at the GEMA World Headquarters plant in Dundee, Michigan. GEMA is a highly advanced engine plant that has five locations worldwide. Two of the plants are in the United States, two in South Korea, and one in Japan. The Global

Engine Manufacturing Alliance is a joint venture project of DaimlerChrysler, Hyundai, and Mitsubishi Motors and is highly advanced in the manufacturing sector. GEMA has an annual production capacity of approximately two million engines. Those engines are used in about twenty automobile models from the three companies.

GEMA executives and employees provided conference attendees a company overview, guided guests on a plant tour, and explored how educational institutions can better prepare young people to apply for highly skilled positions, like those at GEMA. GEMA works on the principle of 4A: Anyone, can perform Anything, Anytime, Anywhere. Their employers are very multi-skilled as well as independent. There are no first line-supervisors in the system and everyone is a valuable part of a team that reports to a team leader.



For more information about GEMA please contact Stacy Young, [say3@dcx.com](mailto:say3@dcx.com) or 734-385-605.

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NO WORKER LEFT BEHIND

## NO WORKER LEFT BEHIND

The *No Worker Left Behind (NWLB)* Initiative was announced in Governor Jennifer Granholm's 2007 State of the State Address. The initiative was launched on August 1<sup>st</sup>, 2007. It is the intent and vision of the NWLB Initiative to enable workers to acquire the skills necessary to succeed in the fast-changing global economy of the 21<sup>st</sup> Century. Having an adaptable, highly skilled workforce is central to Michigan's strategy for economic transformation. The NWLB program will help achieve this economic transformation. The program provides \$5,000 a year up to \$10,000 over two years worth of free tuition at any Michigan community college, university or other approved training program, in order to achieve a career in a high-demand occupation. The NWLB initiative aligns all federal workforce dollars used for worker training into a unified workforce development strategy.

For more information please visit [www.michigan.gov/nwlb](http://www.michigan.gov/nwlb) or call Michigan Works! at 1-800-285-WORKS (9675) or email [nwlb@michigan.gov](mailto:nwlb@michigan.gov).



### **MiRSA Receives Funds from US Department of Labor**

*Berrien Cass Van Buren Michigan Works!* and their recently designated *Michigan Works Regional Healthcare Alliance* received a Community – Based

Job Training Grant from United States Department of Labor, Employment and Training Administration in the amount of \$1,937,112. Their grant project aims to develop a healthcare career ladder model and develop and enhance curriculum. \$750,000 of this grant money is being designated for scholarships.

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### **Featured MiRSA: Healthcare Regional Skills Alliance of Northwest Michigan**

The Healthcare Regional Skills Alliance of Northwest Michigan was designated a MiRSA in 2004 and was one of the original 13. This MiRSA has had many focuses which include increasing the pool of qualified entry-level health care workers, increasing the number of students entering secondary and postsecondary health occupation programs, and addressing retention and career ladder movement of people within the healthcare industry. This MiRSA has been a huge success and has had much recognition. It was also recently designated an expansion grant in partnership with the Northeast Michigan Regional Skills Alliance in order to develop and utilize a Clinical Placement Calendar system in Northern Michigan. The MiRSA also recently received a \$500,000 grant from the United State's Department of Labor's High Growth Job Training Initiative. With this grant they are planning to implement a comprehensive, coordinated direct care training plan that will help new workers move more efficiently up the career ladder. Jean Peters, Coordinator of the Healthcare RSA stated, "This grant will create capacity to provide a career path through training opportunities that have previously been offered on a limited

basis or not at all. We can now meet those training needs for both provider and worker resulting in better care for those who need it.”

The Northwest Michigan Council of Governments (NWMCOG) is the convener of the MiRSA and covers 10 counties. Employers see this as an opportunity to build great relationships between government and business because of the collaboration efforts that are needed. Marcia Peterson, from Harbor Home Healthcare stated, “Collaboration is necessary in this region because of the cost savings. Sharing resources helps everybody.”

Harbor Home Healthcare, an important employer and partner to the MiRSA has also been participating in an Apprenticeship Program for healthcare students in the area. The program provides for a comprehensive training curriculum, combining academic education, lab training, on the job training, and work experience.

Northwest Michigan has a growing need for direct care workers because of the age of the population in the area, which has caused a strain on the healthcare providers. The MiRSA is working to effectively address this problem by supporting healthcare providers with training in their own communities, offered at a very low cost. Some of the training courses include Basic Healthcare (an introductory “bridge” class), Certified Nurses Aid, and Staff Development (a variety of trainings for incumbent workers). This guarantees that the patients are receiving better care and also makes the healthcare industry in the region better prepared for the future. Many different types of healthcare

providers are partners of this MiRSA including hospitals, nursing homes, home healthcare organizations, disability and dementia groups, clinics, Commissions on Aging, and others. There are also important partnerships with the local colleges and other training providers.

For more information regarding the Healthcare Regional Skills Alliance of Northwest Michigan or the Northwest Michigan Council of Governments, please visit their website at <http://www.nwm.org>.



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### **Mid Michigan Innovation Team has Launched Learning Communities**

Michigan's "MMIT" The Mid Michigan Innovation Team (MMIT) is one of 13 original regions selected to participate in the U.S. Department of Labor's Workforce Innovations In Regional Economic Development (WIRED) initiative. MMIT represents 2 million residents across 13 counties (Bay, Clinton, Eaton, Genesee, Huron, Ingham, Lapeer, Livingston, Midland, Saginaw, Sanilac, Shiawassee and Tuscola.) Its mission is to renew Mid-Michigan's economic prosperity by reorienting and reinventing the region's industrial base, developing next-generation talent, and capitalizing on the region's assets, partnerships, and networks. As one of its key initiatives, the MMIT has launched Learning Communities in the areas of Healthcare, Advanced Manufacturing, and Entrepreneurship. Learning Communities focus on strengthening



connections among stakeholders from across the region in best practice and information sharing, and strategic planning on industry challenges and opportunities. MMIT is proud to have as one of its central partners in this initiative the State of Michigan's MiRSAs. For more information about the MMIT or the Learning Communities initiative, please visit [www.midmiinnovationteam.org](http://www.midmiinnovationteam.org)



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### MiRSA Service Mark

We are please to announce that the Michigan Regional Skills Alliances and MiRSA are now federally **registered** service marks with the United States Patent and Trademark office. By now you should have received the guidance letter explaining how our logo has been changed and the new logo. Nationally, we are becoming recognized as the “Michigan Model.” Owning the registered service mark has several advantages, including national recognition of our logo and its exclusive use. This is very exciting for us and we will be working hard in the coming weeks to makes these changes to all of our materials.

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### MiRSA Website

We have been working hard to keep the MiRSA Website updated and current. Many items have been added to the events calendars and reports and information is always being added to the site. An interactive map and webpage has also been created that allows viewers to click on a county and see information regarding the MiRSAs that are available.

There will also be the availability to link to specific MiRSA Websites and reports. If there is information you would like linked to your region, please let staff know. Check out the site at [www.michigan.gov/rsa](http://www.michigan.gov/rsa).

In addition we are always looking for more information and would appreciate your input about what specifically you are doing in your areas. Please share your success stories and other information with your assigned workforce development specialist or by e-mailing us at [RSA@Michigan.gov](mailto:RSA@Michigan.gov)

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### Convener and Employer Surveys

We recently distributed a short online survey to the conveners of the MiRSAs to seek input and insight into your experiences while working with the MiRSA Initiative. Thank you to those of you that have already completed it. Once this convener survey is complete, we will be sending a website link for a separate survey for your employer partners. We will notify you when this is ready and ask that you please forward to all of your employer partners to complete.

Thanks again, and we look forward to seeing the results!

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